

DEPARTMENT OF
CITY PLANNING
OFFICE OF HISTORIC RESOURCES
200 N. SPRING STREET, ROOM 559
LOS ANGELES, CA 90012-4801
(213) 978-1200

CULTURAL HERITAGE COMMISSION

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PRESIDENT

GAIL KENNARD
VICE-PRESIDENT

JEREMY IRVINE
BARRY A. MILOFSKY
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CALIFORNIA



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INFORMATION
(213) 978-1270

www.planning.lacity.org

Date: **MAR 20 2015**

Los Angeles City Council
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Attention: Sharon Gin, Legislative Assistant
Planning and Land Use Management Committee

CASE NUMBER: **CHC-2015-5-HCM**
NORM'S LA CIENEGA COFFEE SHOP
470 N. LA CIENEGA BOULEVARD

At the Cultural Heritage Commission meeting of **March 19, 2015**, the Commission moved to include the above property in the list of Historic-Cultural Monument, subject to adoption by the City Council.

As required under the provisions of Section 22.171.10 of the Los Angeles Administrative Code, the Commission has solicited opinions and information from the office of the Council District in which the site is located and from any Department or Bureau of the city whose operations may be affected by the designation of such site as a Historic-Cultural Monument. Such designation in and of itself has no fiscal impact. Future applications for permits may cause minimal administrative costs.

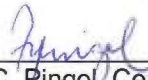
The City Council, according to the guidelines set forth in Section 22.171 of the Los Angeles Administrative Code, shall act on the proposed inclusion to the list within 90 days of the Council or Commission action, whichever first occurs. By resolution, the Council may extend the period for good cause for an additional 15 days.

The Cultural Heritage Commission would appreciate your inclusion of the subject modification to the list of Historic-Cultural Monuments upon adoption by the City Council.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Commissioner Milofsky
Seconded: Commissioner Barron
Ayes: Commissioners Irvine, Kennard, and Scrafano

Vote: 5-0


Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: Application

c: Councilmember Paul Koretz, Fifth Council District
JDM Holdings, LP c/o Allen Dempster
JDM Holdings, LP c/o John Neidinger
Los Angeles Conservancy, Modern Committee co Adrian Scott Fine
GIS

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Date: **MAR 20 2015**

JDM Holdings, LP c/o Allen Dempster
500 Ygnacio Valley Road, Ste 328
Walnut Creek, CA 94596.

JDM Holdings, LP c/o John Neidlinger
17570 Posetano Road
Pacific Palisades, CA 90272

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

CASE NUMBER: **CHC-2015-5-HCM**
NORM'S LA CIENEGA COFFEE SHOP
470 N. LA CIENEGA BOULEVARD

As you will note from the attached copy of our communication to the Los Angeles City Council, the Cultural Heritage Commission has moved to include the above-referenced property in the list of Historic-Cultural monuments, subject to adoption by the City Council.

In due course, our transmittal will be given a council file number and will be referred to the Council's Planning and Land Use Management Committee for review and recommendation. If you are interested in attending the Council Committee meeting, you should call Sharon Gin at (213) 978-1074 for information as to the time and place of the Committee and City Council meetings regarding this matter. Please give Ms. Gin at least one week from the date of this letter to schedule this item on the Committee Agenda before you call her.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Commissioner Milofsky
Seconded: Commissioner Barron
Ayes: Commissioners Irvine, Kennard, and Scrafano

Vote: **5 - 0**



Fely C. Pingol, Commission Executive Assistant
Cultural Heritage Commission

Attachment: Application

c: Councilmember Paul Koretz, Fifth Council District
Los Angeles Conservancy, Modern Committee c/o Adrian Scott Fine
GIS

Los Angeles Department of City Planning RECOMMENDATION REPORT

CULTURAL HERITAGE COMMISSION

CASE NO.: CHC-2015-5-HCM
ENV-2015-6-CE

HEARING DATE: March 19, 2015
TIME: 10:00 AM
PLACE: City Hall, Room 1010
200 N. Spring Street
Los Angeles, CA
90012

Location: 470 N. La Cienega Blvd.
Council District: 5
Community Plan Area: Wilshire
Area Planning Commission: Central
Neighborhood Council: Greater Mid City West
Legal Description: TR 4353, Lot 2

PROJECT: Historic-Cultural Monument Application for the
NORM'S LA CIENEGA COFFEE SHOP

REQUEST: Declare the property a Historic-Cultural Monument

OWNER(S): JDM Holdings LP
C/O Allen Dempster
500 Ygnacio Valley Rd, Ste 328
Walnut Creek, CA 94596


JDM Holdings LP
C/O John Neidlinger
17570 Posetano Rd
Pacific Palisades, CA 90272

APPLICANT: Los Angeles Conservancy, Modern Committee
C/O Adrian Scott Fine
523 West 6th Street, Ste. 826
Los Angeles, CA 90014


RECOMMENDATION **That the Cultural Heritage Commission:**

1. **Declare the subject property** a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.7.
2. **Adopt** the staff report and findings.

MICHAEL J. LOGRANDE
Director of Planning



Ken Bernstein, AICP, Manager
Office of Historic Resources



Lambert M. Giessinger, Preservation Architect
Office of Historic Resources



Neils Youngborg, Preservation Planner
Office of Historic Resources

Attachments: Historic-Cultural Monument Application

FINDINGS

- The property "reflects the broad cultural, economic, or social history of the nation, State or community," as the long-term location of Norm's, the locally-based coffee shop chain that contributed to the commercial and social identity of Los Angeles.
- The property embodies "the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction" as an example of the Googie style.
- The property is "a notable work of a master builder, designer or architect whose individual genius influenced his age," due to its design by the architects Armet and Davis.

CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

SUMMARY

Built in 1956, Norm's La Cienega Coffee Shop is a Googie style structure designed that has remained in continuous operation since its opening. The structure has a rectangular plan, incorporating a kitchen on the northeast side and a dining area wrapped around the south and west sides. The L-shaped counter separates the exposed kitchen area from the customers. The interior floor is terrazzo with chips of color that match the architectural palette.

The exterior of the building exhibits many character-defining features of the Googie style, including:

- Cantilevered roofline
- Building forms display sharp angles and sweeping curves
- Custom designed neon signage integrated within the architecture
- Large glass window walls connect interior and exterior
- Use of natural materials contrasting with modern technological materials
- "Garden-like" landscaping surrounding brick walls connect modern structure to the earth.
- An exhibition kitchen that makes the function of the kitchen on display as part of the architecture of the restaurant.

The subject property was designed by architects Louis Armet and Eldon Davis, early and significant practitioners of the Googie style. Other designs by these architects include:

- Kerry's Coffee Shop (now Mel's) (1953), Sherman Oaks, CA.
- Johnie's Coffee Shop (1956), Los Angeles, CA. HCM #1045

- Ship's Restaurant (1956), *demolished 1996*, Los Angeles, CA.
- Holiday Bowl (1958), *partially demolished 2007*, Los Angeles, CA. HCM #688
- Pann's Coffee Shop (1958), Los Angeles, CA.
- Penguin Coffee Shop (now Western Dental) (1959), Santa Monica, CA.

DISCUSSION

Norm's La Cienega Coffee Shop successfully meets three of the specified Historic-Cultural Monument criteria: 1) "reflects the broad cultural, economic, or social history of the nation, State or community," 2) embodies "the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction," and 3) is "a notable work of a master builder, designer or architect whose individual genius influenced his age." As the long-term location of the Los Angeles-based coffee shop chain, Norm's, and as its oldest shop still in operation, the subject property reflects the region's cultural history by representing a significant commercial identity within Southern California. Also, the design of the property reflects the changing aesthetic qualities of popular art and architecture as preferences changed to demand more modern forms and materials in the Post-World War II era. The subject property is an architectural specimen of the Googie style due to its character defining features and period of significance. The original architectural firm, Armet and Davis, is recognized as a master architectural firm in Los Angeles for its contribution of designs which are overwhelmingly identified as architectural type specimens in the Googie style.

CALIFORNIA ENVIRONMENTAL QUALITY ACT ("CEQA") FINDINGS

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 "*consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.*"

State of California CEQA Guidelines Article 19, Section 15331, Class 31 "*consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings.*"

The designation of Norm's La Cienega Coffee Shop as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code ("LAAC") will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior's Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

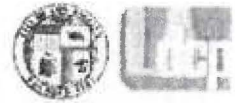
The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment

through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.

BACKGROUND

On January 15th, 2015 the Cultural Heritage Commission took the property under consideration with a Commission-Initiated Motion. On January 29th, a subcommittee of the Commission consisting of Commissioners Barron and Irvine toured the property accompanied by a staff person from the Office of Historic Resources.



HISTORIC-CULTURAL MONUMENT NOMINATION FORM

1. PROPERTY IDENTIFICATION

Proposed Monument Name **Norm's La Cienega Coffee Shop** Original historic name _____
 Other Associated Names _____
 Street Address **470 La Cienega** Zip **90048** Council District: **5**
 Range of Addresses on Property: _____ Community Name: **Mid City West**
 Assessor Parcel Number: **5514001001** Tract: **TR 4353** Block: **1** Lot: **2**

Identification cont'd:

Proposed Monument Property Type: Building Structure Object Site/Open Space Natural Feature

Describe any additional resources located on the property to be included in the nomination, here:

2. CONSTRUCTION HISTORY & CURRENT STATUS

Year built: **1956** Factual Estimated Threatened? Private Development
 Architect/Designer: **Armet and Davis (Helen Fong); Stan Abrams** Contractor: _____
 Original Use: **Coffee shop** Present Use: **Coffee shop**
 Is the Proposed Monument on its Original Site? Yes No (explain in section 7) Unknown (explain in section 7)

3. STYLE & MATERIALS

Architectural Style: **Googie** Stories: **1** Plan Shape: **Rectangular**

FEATURE	PRIMARY	SECONDARY
CONSTRUCTION	Type: Wood	Type: Select
CLADDING	Material: Glass skin	Material: Brick
ROOF	Type: Combination Material: Rolled asphalt	Type: Flat Material: Select
WINDOWS	Type: Floor-to-Ceiling Material: Aluminum	Type: _____ Material: Select
ENTRY	Style: Corner	Style: Select
DOOR	Type: Glass	Type: Select



HISTORIC-CULTURAL MONUMENT NOMINATION FORM

4. ALTERATION HISTORY

List date and write a brief description of any major alterations or additions. This section may also be completed on a separate document. Include copies of permits in the nomination packet. Make sure to list any major alterations for which there are no permits, as well.

See "Proposed Monument Description" and "Statement of Significance" pages

5. EXISTING HISTORIC RESOURCE IDENTIFICATION (if known)

<input type="checkbox"/> Listed in the National Register of Historic Places	
<input type="checkbox"/> Listed in the California Register of Historical Resources	
<input type="checkbox"/> Formally determined eligible for the National and/or California Registers	
<input type="checkbox"/> Located in an Historic Preservation Overlay Zone (HPOZ)	<input type="checkbox"/> Contributing feature <input type="checkbox"/> Non-contributing feature
<input checked="" type="checkbox"/> Determined eligible for national, state, or local landmark status by an historic resources survey(s)	Survey Name(s): SurveyLA
Other historical or cultural resource designations:	

6. APPLICABLE HISTORIC-CULTURAL MONUMENT CRITERIA

The proposed monument exemplifies the following Cultural Heritage Ordinance Criteria (Section 22.171.7):

- Reflects the broad cultural, economic, or social history of the nation, state, or community
- Is identified with historic personages or with important events in the main currents of national, state, or local history
- Embodies the distinguishing characteristics of an architectural-type specimen, inherently valuable for study of a period, style, or method of construction
- A notable work of a master builder, designer, or architect whose individual genius influenced his or her age

HISTORIC CULTURAL MONUMENT

NOMINATION FORM



HISTORIC CULTURAL MONUMENT

7. WRITTEN STATEMENTS

This section allows you to discuss at length the significance of the proposed monument and why it should be designated an Historic-Cultural Monument. Type your response on separate documents and attach them to this form.

A. Proposed Monument Description - Describe the proposed monument's physical characteristics and relationship to its surrounding environment. Expand on sections 2 and 3 with a more detailed description of the site. Expand on section 4 and discuss the construction/alteration history in detail if that is necessary to explain the proposed monument's current form. Identify and describe any character-defining elements, structures, interior spaces, or landscape features.

B. Statement of Significance - Address the proposed monument's historic, cultural, and/or architectural significance by discussing how it satisfies the HCM criteria you selected in Section 6. You must support your argument with substantial evidence and analysis. The Statement of Significance is your main argument for designation so it is important to substantiate any claims you make with supporting documentation and research.

8. CONTACT INFORMATION

Applicant

Name: Adrian Scott Fine Company: Los Angeles Conservancy, Modern Committee (Mod
Street Address: 523 West 6th Street, Suite 826 City: Los Angeles State: CA
Zip: 90014 Phone Number: 213-430-4203 Email: afine@laconservancy.org

Property Owner

Is the owner in support of the nomination?

Yes

No

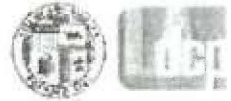
 Unknown

Name: Believed to be Jason Iloulian Company:
Street Address: City: State:
Zip: Phone Number: Email:

Nomination Preparer/Applicant's Representative

Name: Alan Hess Company:
Street Address: City: Irvine State: CA
Zip: Phone Number: Email: alhess@aol.com

HISTORIC CULTURAL MONUMENT NOMINATION FORM



9. SUBMITTAL

When you have completed preparing your nomination, compile all materials in the order specified below. Although the entire packet must not exceed 100 pages, you may send additional material on a CD or flash drive.

APPLICATION CHECKLIST

- | | | | | | |
|---|---|---|---|---|---|
| 1 | ✓ | Nomination Form | 5 | ✓ | Copies of Primary/Secondary Documentation |
| 2 | ✓ | Written Statements A and B | 6 | ✓ | Copies of Building Permits for Major Alterations (include first construction permits) |
| 3 | ✓ | Bibliography | 7 | ✓ | Additional, Contemporary Photos |
| 4 | ✓ | Two Primary Photos of Exterior/Main Facade (8x10, the main photo of the proposed monument. Also email a digital copy of the main photo to: planning.ohr@lacity.org) | 8 | ✓ | Historical Photos |
| | | | 9 | ✓ | Zimas Parcel Report for all Nominated Parcels (including map) |

10. RELEASE

Please read each statement and check the corresponding boxes to indicate that you agree with the statement, then sign below in the provided space. Either the applicant or preparer may sign.

- I acknowledge that all documents submitted will become public records under the California Public Records Act, and understand that the documents will be made available upon request to members of the public for inspection and copying.
- I acknowledge that all photographs and images submitted as part of this application will become the property of the City of Los Angeles, and understand that permission is granted for use of the photographs and images by the City without any expectation of compensation.
- I acknowledge that I have the right to submit or have obtained the appropriate permission to submit all information contained in this application.

Name: Adrian Scott Fine Date: 12-23-2011 Signature: [Handwritten Signature]

Mail your Historic-Cultural Monument Submittal to the Office of Historic Resources

Office of Historic Resources
 Department of City Planning
 200 N. Spring Street, Room 620
 Los Angeles, CA 90012
 Phone: 213-978-1200
 Website: preservation.lacity.org

CHC-2015-5-HCM

Declaration Letter Mailing List

MAILING DATE: 03/20/2015

JDM Holdings, LP
c/o Allen Dempster
500 Ygnacio Valley Road, Ste 328
Walnut Creek, Ca 94596

Mike Colonna
17904 Lakewood Blvd.
Bellflower, Ca 90706

GIS/Fae Tsukamoto
City Hall, Room 825
Mail Stop 395

JDM Holdings, LP
c/o John Neidlinger
17570 Posetano Road
Pacific Palisades, Ca 90272

DJ Moore
Latham & Watkins, LLP
355 S. Grand Ave
Los Angeles, Ca 90071

Council District 5
City Hall, Room 440
Mail Stop 208

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